

AMENDMENTS TO THE SPECIFICATION

Please add the following new sub heading and paragraph immediately after the title, on page 1, line 1:

CROSS REFERENCE TO RELATED APPLICATIONS

This application claims priority to the U.S. Provisional Patent Application Attorney Docket No. YHOOP008+ entitled “USER TARGETED AND CONTENT THEME INTEGRATED DISPLAY OF SPONSORED SEARCH RESULTS” filed September 26, 2003, which is incorporated herein by reference for all purposes.